Ben Bulimia

age: 17
residence: Columbia, SC
education: High School Senior
occupation: Server at Sonic
marital status: single

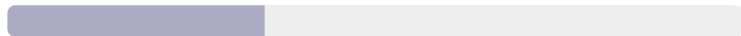*"I'd be the best looking person here if gas wasn't so expensive"*

Ben is a typical high school senior, who spends half his day working and the other half going to school. He also plays tennis on his school high school team. While he does work, Sonic doesn't pay much, leading to Ben being very much broke. However, he does like to look his best, and works hard to put together good looking, matching fits. However, it is extremely hard for him to find time to shop for cheap, good looking clothes.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

To be able to put together good outfits for school and other social activities while also spending as little money as possible.

Needs

- Easy-To-Use: With all the different ways to buy clothes these days, its difficult for Ben to find the best deals possible. As a high schooler, Ben has little patience and thus wants any tool to be as easy to use as possible.
- Branded: As a high schooler, brands are extremely important to him. Thus, while not essential, brand name items are preferable while also remaining cost effective.
- Cheap: Ben does not have much money, and thus does not like to spend on things viewed as "unnecessary". This means that he is not willing to pay for apps or extensions.

Wants

- Price Comparison: Ben wants a way to find the best deals on clothes that look similar. With all the different marketplaces to buy clothes on, Ben wants a centralized platform that can show him the cheapest places to buy clothes.
- Color Matching Suggestion: Ben wants his clothes to look good together, and thus match. Thus, a tool that would suggest matching clothes and give color suggestions would be extremely useful.
- Brand Filtering: Because brands are important, any extension would need to be able to filter by both brand and cost, allowing Ben to find the best deal possible.
- Type Filtering: As both a student athlete and worker, Ben has to find different types of clothes for a variety of different situations. Thus, it is important for him to be able to search for type of

clothing, such as athletic vs. casual, so that he can be fashionable in every context.

- AI Generated Suggestions: Ben likes to wear clothes based on his style, and thus AI generated clothing "profiles" would help tailor clothing suggestions to his individual persona.

Values

- Cost Effectiveness: Due to his limited budget, Ben always tries to find the best deal on items, often times causing him to skip out on buying clothes he really wants.
- Time: As a working high school athlete, Ben does not have much extra time. Thus, he values his free time extremely highly, often not wasting it on things he feels will take too much time.
- Personal Expression: Bens likes to be able to express his opinions and personality, including wearing outfits that he feels fits his personal "style"

Fears

- Online Shopping: While online shopping is convenient, it can lead to hassles with fit and clothes not looking the same online and in-person. Thus, Ben is somewhat reluctant to rely solely on online shopping.
- Scams: Sometimes deals can be too good to be true, leading to scams or poor-quality clothes. Thus, Ben always wants to be 100% sure a deal is reliable, commonly tending to buy only from websites and brands he recognizes.

Patricia Thompson

age: **20**
residence: **New York City, NY**
education: **College**
occupation: **Student**
marital status: **Single**

"Shopping online takes too long, especially when I am trying to compare similar items."
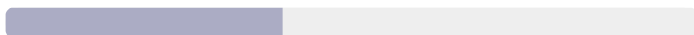
Spends a lot of time studying and online shopping. Goes out and hangs out with friends on most days like usual college kids.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:
Wants to look put together for each day for school and other social activities while not spending too much money.

Needs
- Easy comparison between products.
- Cheap alternatives that look similar and have a similar quality.

Wants
- Price Comparison: Wants to be able to check other websites to see which items are cheaper.
- Material Filtering: Wants to be able to find comfortable clothing without giving up on the style and look.

Values
- Time: Does not want to spend hours looking for clothes.
- Style: Wants to look stylish even without spending too much money on the latest trends.

Fears
- Ordering from a sketchy website: She wants to be able to trust the website and seller that she is ordering from.
- Malware: She does not want any malware on her device.

MOBILITY LABS

Micheal Stink

age: 30
residence: California
education: College Education Computer Science
occupation: Software Developer
marital status: Single

"I may not be the life of the party, but I've mastered the art of blending into the background with my stinky, yet uneventful, routine."

Michael typically spends his day working as a software engineer in San Francisco, often dealing with coding and debugging tasks. In the evenings, he enjoys exploring the city's culinary scene and relaxing by shopping for clothes online.
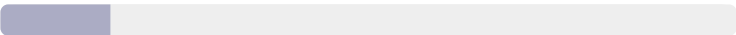
Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

Being well dressed without spending too much money. Getting complimented and admired for his style and possibly getting a promotion.

Needs

- Time-Efficiency: As a busy professional, he values his time and prefers a solution that helps him find great deals quickly and easily.
- Brand Conscious: Michael likes to wear brands, but he doesn't want to pay the premium prices. He's interested in affordable designer clothing.
- Variety: He craves a wide selection of clothing styles and brands, from casual wear to formal attire.
- Recommendations: Michael appreciates personalized clothing recommendations that align with his style preferences.

Wants

- Price Comparison: Michael requires a feature that allows him to compare prices from various online retailers to get the best deals.
- Personalization: The app should tailor its suggestions based on his browsing history and style preferences, making it feel like it understands his unique taste.
- Quality Assurance: He wants assurance that the clothing items are of good quality despite being at a lower price.

Values

- Value for Money: Michael values the concept of getting the most for his money and appreciates platforms that help him save while still looking fashionable.

Fears

- Overpriced Items: Michael is concerned about paying more than he should for fashionable clothing, which would go against his desire for affordability.

- Convenience: He values efficiency and convenience, making an app that simplifies the shopping process appealing to him.
- Individuality: While he's price-conscious, Michael still values expressing his individual style through his clothing choices.

- Data Privacy: He's apprehensive about the app misusing his personal information and wants assurance that his data will be kept secure.
- Poor Fit: He's afraid that the clothes he buys online won't fit him well, leading to return hassles.

Chace Mueller

age: 65

residence: Honolulu, Hawaii

education: Bachelors Degree

occupation: Stock Trader

marital status: Single

"Stick it out"

Spends his entire day in the office trading stocks, important business meetings, and other high class activities. He enjoys dressing to impress and making money.

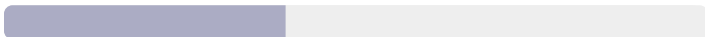## Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Criteria For Success:

He needs a well paying job and people working for him. He needs to be organized and efficient in everything he does.

Needs

- Efficiency
- Organization
- Employees
- Meetings
- High level tech

Wants

- Higher level technology
- His life to be more efficient
- To be a Billionaire one day
- Own his tock trading company
- Become married

Values

- Values the ability to work hard.
- Believes everyone can be successful.
- Values technology and the use of it to better him in his daily life.
- Fidelity
- Courtesy
- Integrity
- Wisdom

Fears

- Failure
- Dying alone
- Missing out on important life events because of work
- Not being well prepared
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MOBILITY LABS